ABSTRACT OF THE DISCLOSURE

A liquid crystal display device includes a first substrate, a second substrate opposing the first substrate, a liquid crystal layer provided in a gap between the first substrate and the second substrate, and a temperature adjustment member formed on the first substrate and/or the second substrate. The panel temperature T (°C) of the liquid crystal display device is controlled to be equal to or greater than T_{NI}-65 and less than or equal to T_{NI}-15, where T_{NI} (°C) is the nematic-isotropic phase transition temperature of the liquid crystal composition of the liquid crystal layer.